



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 2656400

Schedule Dates 10/08/16-10/08/16
Advertiser McCrory for Governor (30707)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand TV (868416)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Brant Fink,
Phone/Fax /
CPE 1158/1734/4825
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments TV
NC - PAT MCCORRY - 10.7-10.13 addition
RACHEL CHASON/YVONNE CONTE
NAB SENT VIA EMAIL; Separation: 30

Date Entered 10/06/16
Last Modified 10/06/16
Entered By Beth Norvell
CO-OP No
Headline # ECR25325637
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$255.00
Net Total \$1,445.00
Sales Tax

Greensboro (WXLV)	
By Broadcast Month	Spots
Oct. 2016	2
Grand Total:	2

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Oct. 2016	2	\$1,700.00
Grand Total:	2	\$1,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Football (1 - 3.0)	10/08/16-10/08/16	4	:30	7:58P- Sports ABC Saturday Night Football Showcase							2		2	\$850.00	\$1,700.00	Greensboro (WXLV)	COMMENTS APPLY TO SUB LINES A THRU A College Football	10/6/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Alison Almond

10.7.14

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sig.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, STRATEGIC MEDIA PLACEMENT,
 being/on behalf of: PAT MCCRORY,
 a legally qualified candidate of the REPUBLICAN
 political party for the office of: NC GOV
 in the GENERAL
 election to be held on: 11/8

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

PAT MCCRORY

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JOHN MASSACHI, TREASURER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/1/16

Date



Signature

To Be Signed By Station Representative

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Alison Aldridge

Printed Name

Dir

Title